

Rolling into new territory: Blue Buffalo's tail-wagging story

We helped Blue Buffalo, a company known for its high-quality pet food and treats, develop a new market offering.



Objective

Blue Buffalo is known for high-quality, healthy, natural foods that dogs love, but rolls were new territory for them.

They needed to understand how both dogs and dog parents would receive the new product form.

Methodology

We sent participants samples of Blue Buffalo rolls and asked them to feed their dogs the products for two weeks and report their experiences.

1. We gathered insights by observing human and canine study participants' behavior and usage.
2. We uncovered unique usage occasions and varying feeding behavior and gauged dogs' reactions overall and on each occasion.

Outcome

Blue Buffalo used the gathered feedback to craft their marketing strategies and product rollout to address pet owners' needs and encourage the trial of the new product.

As for the dogs and product performance? They all agreed on one thing: Blue Buffalo rolls got their tails wagging.

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